

**WOODS
FULLER
SHULTZ &
SMITH P.C.**

**LAWYERS
EST. 1887**

300 South Phillips Avenue
Suite 300
Post Office Box 5027
Sioux Falls, South Dakota
57117-5027

Telephone (605) 336-3890
Telecopier (605) 339-3357

www.wfsa.com

Merle A. Johnson
Richard O. Oregerson
William Taylor
Gary P. Thimsen
Bradley C. Grossenburg
James M. Wiederrich
Comet H. Haraldson
J.G. Shultz
Roger W. Damgaard
Frederick M. Entwistle
David C. Kroon
James E. Moore
Kristine Kreiter O'Connell
Elizabeth A. Lewis
Tim R. Shattuck
Melanie L. Carpenter
William G. Beck
Daniel J. Harmelink
Jennifer L. Wollman
Lisa Marahik Prostrullo
Christopher J. Lunt
Troy N. Leonard
Jeffrey A. Proehl
Gregory S. Starnes
Jeffrey L. Bratkiewicz
Carcy A. Miller
Mary A. Akkerman
J. Vincent Jones
Cheri S. Raymond
Sander J. Morehead
Matthew P. Bock
Ryan W. Snell
James A. Power
Justin O. Smith

Attorneys also admitted in
Iowa, Minnesota
and Nebraska

Melvin T. Woods
(1899-1983)
Howell L. Fuller
(1909-1981)
John B. Shultz
(1912-1975)
Francis M. Smith
(1910-2004)

BEST AVAILABLE COPY

FAX COVER SHEET

**RECEIVED
CENTRAL FAX CENTER
JUN 06 2006**

FAX #: (571) 273-8300

TO: Mail Stop Amendment, U.S.P.T.O.
Examiner Daniel Lastra, T.C./AU: 3622

FROM: Jeffrey A. Proehl Christine K. Lillo
X Denise Moani Nelson

RE: Appln. No. 09/751,801 Filing Date: December 29, 2000
Applicant: Scott D. Leapman

Enclosed:

Amendment in response to Office Action mailed March 8, 2006.

Total Number of Pages (Including cover sheet): 19 (Please call us as soon as possible if you do not receive all pages).

Certificate of Transmission

I hereby certify that this correspondence is being facsimile transmitted to the Patent and Trademark Office to 571-273-8300 on Juen 6, 2006.


Signature

Jeffrey A. Proehl
Christine K. Lillo
X Denise Moani Nelson

****CONFIDENTIALITY NOTICE****

The documents accompanying this telecopy transmission contain confidential information belonging to the sender which is legally privileged. The information is intended only for the use of the individual or entity named above. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance on the contents of this telecopied information is strictly prohibited. If you have received this telecopy in error, please immediately notify us by telephone to arrange for return of the original documents to us.

Appln. No. 09/751,801
Amendment dated June 6, 2006
Reply to Office Action mailed March 8, 2006

RECEIVED
CENTRAL FAX CENTER

JUN 06 2006

Attorney's Docket No. 24-0041/30056
Client's Docket No. P1670US00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appln. No. 09/751,801)
First Named Applicant: SCOTT D LEAPMAN)
Filed: 12/29/2000)
For: SYSTEM AND METHOD FOR)
TARGETED ADVERTISING)

TC/A.U.: 3622)
Examiner: Lastra, Daniel)
Attorney: Jeffrey A. Proehl)

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

BEST AVAILABLE COPY

AMENDMENT

Sir:

Responsive to the Office Action mailed March 8, 2006, please amend the application as follows:

Amendments to the Specification: None.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Amendments to the Drawings: None.

Remarks/Arguments begin on page 11 of this paper.